



Opinion Poll **Social** **Eating Habits**

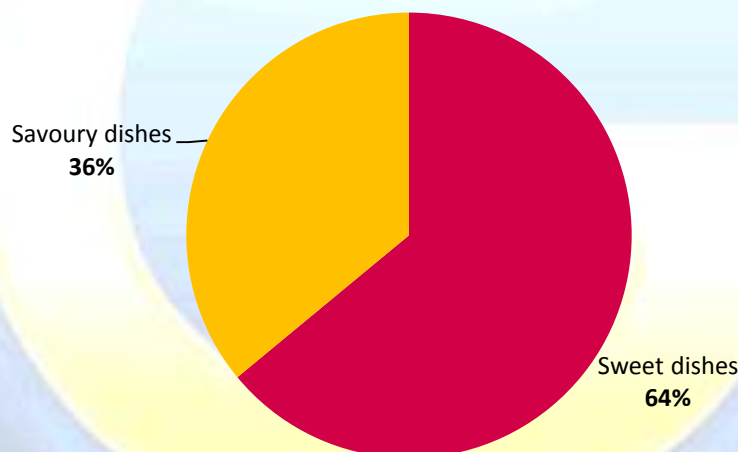
Sweet tooth versus savory tooth? 64% Pakistanis say that they like sweet dishes more than savory dishes. GILANI RESEARCH FOUNDATION (GRF POLL)

Islamabad, May 02, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 64% Pakistanis say that they like eating sweet dishes more than savory; 36% say that they like savory dishes more than sweet.

A nationally representative sample of men and women from across the four provinces was asked, "Some people like eating sweet dishes while others like eating savory dishes. Please tell, do you like eating sweet dishes or savory dishes more?" In response to this question, 64% said that they like eating sweet dishes more while 36% said that they prefer savory dishes.

Question: "Some people like eating sweet dishes while others like eating savory dishes. Please tell, do you like eating sweet dishes or savory dishes more?"



Source: Gilani Research Foundation Poll (GRF Poll)
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1807 men and women in rural and urban areas of all four provinces of the country, during February 29 – March 07, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



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(3 Pages, English version Only)

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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of Gallup Pakistan
(1980-2016)